GOVERNMENT OF INDIA
AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH)
LOK SABHA

UNSTARRED QUESTION NO:3272
ANSWERED ON:05.08.2016
Promoting AYUSH System
Singh Shri Ravneet

Will the Minister of AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH) be pleased to state:

Will the Minister of AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) be pleased to state:

(a) whether the Government is committed towards promoting AYUSH system of medicine including Ayurvedic treatment;

(b) if so, the steps being taken to ensure maximum possible budgetary provision for the AYUSH colleges, dispensaries and pharmacies for development of ayurveda in different States including Punjab; and

(c) the other steps taken by the Government to promote ayurveda in the State

Answer

ANSWER
THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYURVEDA,
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
(SHRI SHRIPAD YESSO NAIK)
(a) &(b): Yes, The Central Government has launched Centrally Sponsored Scheme of National AYUSH Mission (NAM) for overall promotion of AYUSH systems of medicine including Ayurvedic treatment in the Country. The Mission envisages better access to AYUSH services including Ayurveda, strengthening of AYUSH educational institutions including Ayurveda, facilitate the enforcement of quality control of Ayurveda, Siddha and Unani & Homoeopathy (ASU &H) drugs and sustainable availability of raw-materials for ASU & H drugs in the States/UTs.
Further, as per the budget provision made available under NAM resource pool is allocated to States/UTs including Punjab for different activities of AYUSH system including development of AYUSH colleges, dispensaries and pharmacies.
(c): Under National AYUSH Mission(NAM), provision has been made for following new initiatives for the States/UTs to promote AYUSH systems of medicine including ayurveda:
(i) Public Health outreach activity which focuses on increasing awareness about AYUSH strength in managing community health problems resulting from nutritional problems, vector borne diseases etc.
(ii) Adoption of villages for propagating AYUSH way of life and interventions of health care through AYUSH Gram.
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(iii) School Health Programme through AYUSH by way of addressing the health needs of school going children through AYUSH.
(iv) Early prevention of non-communicable diseases and promotion of health care by way of Behaviour Change Communication (BCC) integrated with the principles and practices of AYUSH systems.

Also, the flexible activities under NAM include:
1. AYUSH wellness centres including Yoga & Naturopathy
2. Telemedicine
3. Sports medicine through AYUSH
4. Innovations in AYUSH including Public Private Partnership
5. Interest subsidy component for Private AYUSH Educational Institutions
6. Research & Development in areas related to Medicinal Plants
7. Voluntary certification scheme
8. Market Promotion
9. Market Intelligence & buy back interventions for Medicinal Plants
10. Reimbursement of testing charges
11. Crop Insurance.
Further, Promotion of AYUSH systems under Central Sector Scheme for Promotion of Information, Education and Communication (IEC) in AYUSH by undertaking the following activities:-
i. Organization of Arogya Fairs both at the National and State Level;
ii. Participation in Health Fairs/ Melas / Exhibitions organized by Government Departments, State Governments and other reputed Organizations;
iii. Preparation and distribution of authentic Publicity material on AYUSH Systems including Multi-media/print media campaigns, audio visual materials for popularization of AYUSH Systems;
iv. Providing financial assistance to reputed organizations, NGOs, Educational/ Research Institutes for organizing Seminars, Conferences, Symposiums, Workshop, Meeting, etc. on AYUSH Systems.
v. Providing incentives to AYUSH Industry by reimbursement of 50% expenditure or Rs. 1.20 Lakhs whichever is less for participation

in Arogya and other Fairs/ Melas/ Exhibitions/ Conferences/ Seminars etc organized by Central/ State Governments/ Government organizations/ reputed organizations like Chemexil, Pharmexcil, CII, FICCI, ASSOCHAM, ITPO etc at State/ National level.
vi. The Govt. of India has been celebrating the International Day of Yoga during the last two years with an aim to help people to adopt healthy way of life.